



COMMUNITY IMPACT REPORT 2025





Every Season, the Curtain Rises on Something Unforgettable

At the Croswell, every season brings more than a new collection of shows.

It brings first steps onto the stage, creative risks, community connections, and moments that stay with people long after a final curtain call. 2025 was filled with those moments... unforgettable experiences that shaped young lives, created lifelong memories, and deepened our impact across the region.





Education & Youth Engagement

Every season, the curtain rises on confidence, creativity, and possibility...

Our education programs continue to be a powerful entry point into the arts, offering young people opportunities to grow, lead, and discover their voices.

All-Area High School Musical: Into the Woods

In January 2025, teens from nine schools plus homeschool students came together for a transformative experience! Over the past 15 years, our annual all-area high school show has given young people from all over the region a chance to work with peers from other schools and experience the professional-level standards of a Croswell production.

Spring Break Camp

Added to the calendar for the first time, this program provided a creative, structured option for students during a week when schools were not in session — opening the door for future growth in arts education access.

Youth & Family Programming

From Annie, which engaged many kids and families both on stage and in the audience, to exceptional attendance for The Cat in the Hat, young performers and families showed up in record numbers last year, eager to be part of something special.



Community Partnership & Outreach

Every season, the curtain rises on connection.

Our impact extends beyond our walls through meaningful partnerships that expand access and build community.

Collaborations with the HOPE Community Center, Boys & Girls Club, and the Sam Beauford Woodworking Institute expanded our ability to share the life-changing impact of the performing arts beyond our walls.



Artistic Excellence & Production Quality

Every season, the curtain rises on bold storytelling.

This year's productions reflected a continued investment in artistic excellence as well as maintaining the highest professional standards for our shows.

Productions like Anastasia and Bring It On elevated the technical quality of our work in all areas — costumes, lighting, scenery, sound design, and more.

Parade featured scenic design by Croswell board member and Tony Award-nominated designer Tobin Ost, taking our telling of this important and powerful story to a new level.

Cinderella delighted audiences with actors taking flight and costumes that transformed right before our eyes. We even had a giant balloon carriage that made for a special photo opportunity and lasting memories!





Supporting Our Artists

Every season, the curtain rises on caring for the people who make the magic.

Performers, musicians, and creative teams travel from across the region to work at the Croswell. We continue to make efforts to help ensure the Croswell remains a professional, welcoming home for artists.

We have begun employing a trained intimacy director for all shows that involve physically intimate moments on stage — part of our commitment to being a leader in professional practices that watch out for the safety and wellbeing of everyone involved in our shows.

Shows that involve firearms on stage, such as *Bonnie & Clyde*, are staged with the assistance of a weapons expert to ensure professional handling and a high level of safety at all stages of production.

Recognizing that many of our volunteer actors drive a long way to get to rehearsals, we now offer mileage reimbursement as a way to reduce barriers to participation in the arts.





Families, Audiences & Shared Experiences

Every season, the curtain rises on togetherness.

Jack Foley took his daughter Kathleen to see “Annie” at the Fisher Theater when she was 10 years old. He got to experience the iconic musical again, this time with his 10 year old granddaughter, when “Annie” came to the Croswell in August 2025.

2025

By The Numbers



Royalties for producing the 2025 Broadway Season cost
\$129,375, paid to the license holders of seven shows.

30,150 tickets
were purchased to our
mainstage productions.

66 nights of live music
were presented in Farver's, giving local
musicians a place to showcase their art.

265 actors and 99 professional musicians
performed in our nine mainstage theater productions.

2,473 children
children attended our
daytime performances of
The Cat in the Hat.

187 kids
took part in our summer
performance camps and a variety
of after-school classes...plus many
more participated in offsite classes
through the Boys & Girls Club!

96 people, both children and adults, participated in audition prep workshops, a new program aimed at making the performing arts accessible to all, regardless of past experience.

282 people

made their first-ever gift to the Croswell, helping us raise more than \$724,786 to continue the work of enriching lives through the arts.

380 attendees

The Great Big Night drew an incredible turnout with 380 attendees in attendance, celebrating the community that makes this theater thrive.

About 115 youth performers auditioned for our summer production of Annie!



Voices of Impact

Every season, the curtain rises on stories that matter.

Testimonials from artists, educators, and community members...



When my wife and I retired in 2010, we first started attending The Croswell...great musicals at a reasonable price, with wonderful talent on the stage. We became season ticket holders. When my wife passed away in 2020, I wasn't sure if I would continue coming to the Croswell. But my daughters and granddaughters told me they would attend with me whenever they could. For the past five or six years, I've enjoyed each musical with one or more of my family members, and they love it as well. I can't say enough positive things about the Croswell...it's a great place to be. Thank you to all the people who work so hard to make it such a special place.

– RON GENTZ (CROSWELL PATRON & FRIEND)

I had heard from a good friend that working with the Croswell was magical so I asked my mom if I could go to Adrian for “Annie” auditions. Although I was a new face, I was greeted and treated with warmth and care like I had known the staff, actors, and production team for years. Every rehearsal brought so much joy, excitement, and growth as we got closer and closer to opening night. The incredible friendships I made (especially with the orphans; AKA “The Hannigan Homies”) have continued on and are something I will never take for granted. It truly was the most magical summer of my life!

–CAROLINE HUBBARD (ANNIE, 2025)

Looking Ahead

A new season and what's next ...

As we celebrate the Croswell's 160th anniversary, we are both excited about the future and thoughtful about addressing our community's challenges. We are mindful of the deep loss represented by the closure of Siena Heights University, and we're committed to doing our part to strengthen our community as we navigate the challenges ahead.

In this milestone year, we both look back at our heritage and recommit ourselves to the Croswell's legacy as a place where people come together ... where connections are strengthened and lifelong memories formed ... and where everyone can find a place to belong.

Every season, the curtain rises on something unforgettable ... and it couldn't happen without you.

Thank you for being a part of another incredible year here at the Croswell. We are so grateful.

For 160 years, the Croswell has been a beacon of creativity and community. Our gratitude extends to every person who has helped usher us into this historic year — whether that was through your patronage, performances, production assistance, volunteerism, or financial support. As we embark on our 160th year, we are more committed than ever to building our Croswell family and enriching lives through the joy of art and live theater.

When you support the Croswell, you are helping to make dreams come true. You are investing in a space that is safe for all and in the growth of this Croswell family that we all hold close to our hearts. We are creating experiences for all ages and making a difference in the lives of the people who spend time at 129 East Maumee. That could not happen without you.

From the bottom of our hearts, we thank you. We hope that you'll join us in continuing the Croswell's legacy and mission in 2026 and for the next 160 years.



Events

160 th Birthday Party	03.19.26
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The Great Big Night: Partners In Community	05.21.26
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160 th Anniversary Family Reunion	08.07.26
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Home for the Holidays Gala & Concert	12.12.26
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2025 Board of Directors

President	Matt Hammond
First Vice President	Stephen Kiersey
Second Vice President	BJ Bernard
Treasurer	Brian Jones
Parliamentarian	Clarke F. Baldwin

Members at Large

John Bacarella	Aaron Ricketts
Ben Balazs	Mary Rumman
Anna Ebeling	Patricia Schmidt
Haley Entmaa	Phil Skeldon
Mayra Favela	Byron Taulton
Tobin Ost	Ryan Waggoner
Christopher Phillips	Jude Walser

Photos by Lad Strayer and Ashlee Sayles

